


"GRASING CATTLE"

LEO BURNETT COMPANY, Inc.

Ad No. 2240—Req. No. 20221—1 page—B&W—7 x 10 in.—Trade Publ., Jan. 1970 (C)

Printed in U.S.A.




Leadin' by a Country Mile

Marlboro is the fastest-growing cigarette in the country!

A country mile in Marlboro Country is from number 5 to 3 in one short year. Marlboro has once again put away from the herd. In 1969, Marlboro sales increased an incredible 12.5%.

It's fact. People are coming to where the flavor is—to Marlboro Country. Do your facings and inventory reflect Marlboro's tremendous growth? If so, your cigarette profits certainly will.



Marlboro Country is everywhere...and growing!



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